



July 17, 2012

To Whom It May Concern:

This letter is authorization for Media Strategies & Research at 1580 Lincoln Street, Suite 510 Denver, CO 80203 and 11350 Random Hills Road, Suite 670 Fairfax, VA 22030 to purchase broadcast time on behalf of Vote No on 6 Committee. The treasurer is Barbara Zdravecky.

Any questions concerning this authorization should be directed to Judith Selzer at the Vote No on 6 Committee at 561-472-9940.

Sincerely,



Barbara Zdravecky  
Treasurer



WFTS

# ORDER

Flight Dates 10/29/12-11/06/12

Contract / Revision 307794 / **FL Vote No on 6 Committee**

Original Date / Revision 08/13/12 08/13/12 Agency Com 15%

Billing Contact

Advertiser **FL Vote No on 6 Committee**  
Agency **Media Strategies & Research**  
Buying Contact  
**11350 Random Hills Road**  
**Suite 670**  
**Fairfax, VA 22030**

**11350 Random Hills Road**  
**Suite 670**  
**Fairfax, VA 22030**

Sales Office WFTSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate # 11594

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

WFTS House

Account Executive	Order%	Start Date	End Date
WFTS House	100%		

Order Share 26% Market Value 401153

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	74%	296853
WBHS	%	0
WBSV	%	0
WCLF	%	0
WEDU	%	0
WFLA	%	0
WMOR	%	0
WTOG	%	0
WTSP	%	0
WTTA	%	0
WTVT	%	0
WUSF	%	0
WVEA	%	0
WWSB	%	0
WXPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	51	\$88,655.00	\$104,300.00	0.00	10/29/12	11/06/12	51	\$88,655.00	\$104,300.00
<b>Totals</b>	<b>51</b>	<b>\$88,655.00</b>	<b>\$104,300.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
N 1	WFTS	10/30/12	11/06/12	M-F 530-6a ABC Action News	CM	528-6a	-1--1--	:30	2	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1--1--		2				\$450.00		0.00			
		Week: 11/05/12	11/11/12	-1-----		1				\$450.00		0.00			
N 2	WFTS	10/29/12	11/06/12		CM	558-7a	11111--	:30	5	\$850.00	P-3	0.00	NM	7	\$5,950.00



WFTS

Print Date: 08/13/12

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Contract / Revision 307794 Flight Dates 10/29/12-11/06/12

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:20:00

Advertiser FL Vote No on 6 Committee Product FL Vote No on 6 Committee Estimate # 11594

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 6-7a ABC Action News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	11111--					5	\$850.00		0.00		
Week: 11/05/12		11/05/12	11/11/12	11-----					2	\$850.00		0.00		
N 3	WFTS	10/29/12	11/06/12	M-F 7-9a GMA GMA	CM	658-9a	11111--	:30	5	\$900.00	P-3	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	1-11---					3	\$900.00		0.00		
Week: 11/05/12		11/05/12	11/11/12	11-----					2	\$900.00		0.00		
N 4	WFTS	11/04/12	11/04/12	SU 7-8a SU gma	CM	658-8a	-----1	:30	1	\$550.00	P-3	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-----1					1	\$550.00		0.00		
N 5	WFTS	11/03/12	11/03/12	SA 8-9a SA gma	CM	758-9a	-----1-	:30	1	\$550.00	P-3	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-----1-					1	\$550.00		0.00		
N 6	WFTS	11/05/12	11/05/12	M-F 9-10a 9-10a Jeff Probst	CM	9-10a	1-----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 11/05/12		11/05/12	11/11/12	1-----					1	\$450.00		0.00		
N 7	WFTS	10/31/12	10/31/12	M-F 11a-12p view	CM	1058a-12p	--1----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	--1----					1	\$1,000.00		0.00		
N 8	WFTS	11/01/12	11/01/12	M-F 12-1p ABC Action News	CM	1158a-1p	---1---	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	---1---					1	\$450.00		0.00		
N 9	WFTS	10/30/12	10/30/12	M-F 1-2p chew	CM	1258-2p	-1-----	:30	1	\$600.00	P-3	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-1-----					1	\$600.00		0.00		
N 10	WFTS	10/31/12	10/31/12	M-F 3-4P Katie M-F 3-4P Katie	CM	3-4p	--1----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	--1----					1	\$700.00		0.00		
N 11	WFTS	10/29/12	11/02/12	M-F 4-5p ellen	CM	358-5p	1---1--	:30	2	\$1,000.00	P-3	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	1---1--					2	\$1,000.00		0.00		
N 12	WFTS	10/30/12	11/01/12	M-F 5-530p ABC Action News	CM	458-530p	-1-1---	:30	2	\$1,500.00	P-2	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	-1-1---					2	\$1,500.00		0.00		
N 13	WFTS	10/31/12	11/02/12	M-F 530-6p ABC Action News	CM	530-6p	--1-1--	:30	2	\$1,500.00	P-3	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12		10/29/12	11/04/12	--1-1--					2	\$1,500.00		0.00		
N 14	WFTS	10/29/12	11/05/12	M-F 6-630p	CM	558-630p	1--1---	:30	2	\$1,800.00	P-2	0.00 NM	3	\$5,400.00



WFTS

Print Date: 08/13/12

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Contract / Revision 307794 Flight Dates 10/29/12-11/06/12

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:20:00

Advertiser FL Vote No on 6 Committee Product FL Vote No on 6 Committee Estimate # 11594

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
ABC Action News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1--1---					2	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,800.00		0.00			
N 15	WFTS	10/30/12	11/01/12	M-F 7-730p 7-730p The List	CM	658-730p	-111---	:30	3	\$1,500.00	P-3	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-111---					3	\$1,500.00		0.00			
N 16	WFTS	10/29/12	11/05/12	M-F 730-8p 730-8p Let's Ask America	CM	728-758p	1---1--	:30	2	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1---1--					2	\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$2,000.00		0.00			
N 17	WFTS	10/29/12	10/29/12	Monday 8-10p Dancing Monday 8-10p Dancing	CM	758-10p	1-----	:30	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$14,000.00		0.00			
N 18	WFTS	11/04/12	11/04/12	Sunday Prime C Revenge	CM	9-10p	-----1	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$10,000.00		0.00			
N 19	WFTS	11/01/12	11/01/12	Thursday Prime B greys	CM	9-10p	---1---	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$10,000.00		0.00			
N 20	WFTS	10/31/12	10/31/12	Wednesday Prime B Modern/Apt 23	CM	9-10p	--1----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$10,000.00		0.00			
N 21	WFTS	11/05/12	11/05/12	Monday Prime C Castle	CM	10-11p	1-----	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$6,500.00		0.00			
N 22	WFTS	10/29/12	11/06/12	M-F 11-1135p ABC Action News	CM	11-1135p	11111--	:30	5	\$1,700.00	P-3	0.00	NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--					5	\$1,700.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,700.00		0.00			
N 23	WFTS	10/30/12	11/05/12	M-F 1135p-1202a Nightline Nightline	CM	1135p-1202a	11--1--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1--1--					2	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
Totals														51	\$104,300.00



# Station Buy Detail Tampa-St. Petersburg, TV

Est ID: 11594

Client: FL Vote No on 6 Committee

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

# 307794

## WFTS-TV

Program Name	DP	Days Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WFTS 5:30a News 5:30 AM - 6:00 AM	EM	M-F 30	\$450.00 \$1,350.00		(1)			(1)				(1)	3
WFTS 6a News 6:00 AM - 7:00 AM	EM	M-F 30	\$850.00 \$5,950.00	(1)	(1)	(1)	(1)	(1)			(1)	(1)	7
Good Morn America 7:00 AM - 9:00 AM	EM	M-F 30	\$900.00 \$4,500.00	(1)		(1)	(1)				(1)	(1)	5
Good Morning Sun 7:00 AM - 8:00 AM	EM	Su 30	\$550.00 \$550.00							(1)			1
Good Morning Sat 8:00 AM - 9:00 AM	EM	Sa 30	\$550.00 \$550.00						(1)				1
Jeff Probst 9:00 AM - 10:00 AM	DT	M-F 30	\$450.00 \$450.00								(1)		1
The View 11:00 AM - 12:00 PM	DT	M-F 30	\$1,000.00 \$1,000.00			(1)							1
WFTS Noon News 12:00 PM - 1:00 PM	DT	M-F 30	\$450.00 \$450.00				(1)						1
The Chew 1:00 PM - 2:00 PM	DT	M-F 30	\$600.00 \$600.00		(1)								1
Katie 3:00 PM - 4:00 PM	EF	M-F 30	\$700.00 \$700.00			(1)							1
Ellen 4:00 PM - 5:00 PM	EF	M-F 30	\$1,000.00 \$2,000.00	(1)				(1)					2
WFTS 5p News 5:00 PM - 5:30 PM	EN	M-F 30	\$1,500.00 \$3,000.00		(1)		(1)						2
WFTS 5:30p News 5:30 PM - 6:00 PM	EN	M-F 30	\$1,500.00 \$3,000.00			(1)		(1)					2

WFTS-TV

### Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

Natalie Shaw/Della Berning

4045 N Himes Ave Tampa FL

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# Station Buy Detail Tampa-St. Petersburg, TV

Est ID: 11594

**Client:** FL Vote No on 6 Committee**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012**WFTS-TV**

Program Name	DP	Length	Days	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WFTS 6p News 6:00 PM - 6:30 PM	EN	30	M-F	\$1,800.00 \$5,400.00	(1)			(1)				(1)		3
The List 7:00 PM - 7:30 PM	PA	30	M-F	\$1,500.00 \$4,500.00		(1)	(1)	(1)						3
Ask America 7:30 PM - 8:00 PM	PA	30	M-F	\$2,000.00 \$6,000.00	(1)				(1)			(1)		3
Dancing With Star 8:00 PM - 10:00 PM	PT	30	M	\$14,000.00 \$14,000.00	(1)									1
Revenge 9:00 PM - 10:00 PM	PT	30	Su	\$10,000.00 \$10,000.00							(1)			1
Grey's Anatomy 9:00 PM - 10:00 PM	PT	30	Th	\$10,000.00 \$10,000.00				(1)						1
Modern Fam/Apt 23 9:00 PM - 10:00 PM	PT	30	W	\$10,000.00 \$10,000.00			(1)							1
Castle 10:00 PM - 11:00 PM	PT	30	M	\$6,500.00 \$6,500.00								(1)		1
WFTS 11p News 11:00 PM - 11:35 PM	LN	30	M-F	\$1,700.00 \$10,200.00	(1)	(1)	(1)	(1)	(1)			(1)		6
Nightline 11:35 PM - 12:05 AM	LF	30	M-F	\$1,200.00 \$3,600.00		(1)			(1)			(1)		3
<b>Station Totals</b>				<b>\$104,300.00</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>1</b>	<b>2</b>	<b>8</b>	<b>3</b>	<b>51</b>
<b>Station Net</b>				<b>\$88,655.00</b>										

WFTS-TV

**Media Strategies and Research**

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